



**City of Salem, Oregon**  
**Salem Cultural and Tourism Promotion Advisory Board**

September 13, 2022  
6 PM – 8 PM, via Zoom  
&

**City of Salem Planning Division YouTube Channel**

**Link:** <https://www.youtube.com/channel/UCUsS60lpf8AGI1u24Yg248Q/>

Si necesita ayuda para comprender esta información, por favor llame 503-588-6173

**PARTICIPANTS**

Board Members

Felipe Gonzales-Chair; Laura Tesler-Vice-Chair; Gaelen McAllister; Ryan Gail; Omar Alvarado; Scott Snyder; Kelly Thomas; Geoffrey Tiffany; Vacant

Staff

Chris Neider, Staff Liaison; Kelly Kelly, Staff Support

**AGENDA**

1. Welcome and call to order
2. Approval of Agenda for September 13, 2022
3. Typical CTPAB Year
4. Approval of Minutes from July 12, 2022
5. Public Comment - Appearance of persons wishing to address the Board on any matter other than those which appear on this Agenda
6. Items Requiring Action –
  1. Proposal for moving the CTPAB monthly meetings from the second Tuesday of the month to the second Wednesday of every month. – This would be a temporary suspension of the CTPAB Rules of Procedure section 3.B.
  2. DRAFT TOT Grant Public Announcement
7. Presentation on Travel Salem's Fourth Quarter
8. Cultural Tourism Fund Year-End June 2022 Report
9. Facility Operating Grant Reports – Bush House Museum 4<sup>th</sup> Quarter Report, Gilbert House Children's Museum 4<sup>th</sup> Quarter Report, Hallie Ford Museum of Art 4<sup>th</sup> Quarter Report, Salem Riverfront Carousel 4<sup>th</sup> Quarter Report, Salem Multicultural Institute 4<sup>th</sup> Quarter Report, and Willamette Heritage Center 4<sup>th</sup> Quarter Report

10. Event Grant Reports – Make Music Day Event, Salem on the Edge Art Gallery  
Plein Air Invitational Show, SMI World Beat Festival
11. Capital Improvement Reports – None
12. Updates on the Americans for the Arts AEP6 Study – Next meeting September 26, 2022, 1-2pm & Upcoming Events
13. Roundtable discussion and Appearance of Interested Citizens – Opportunity for those attending the meeting to address the Board and share upcoming events. (All)
14. Other Business & Parking Lot items for future discussions (All)
15. Adjournment

**October 11, 2022, TOT Grant Orientation (Mandatory meeting for applicants)**

**Next Meeting: November 8, 2022**

This meeting is being conducted virtually, with remote attendance by the governing body. No in-person attendance is possible. Interested persons may view the meeting online on [YouTube](#). Please submit written comments on agenda items, or pre-register to provide Public Comment on items not on the agenda, by 5 p.m. or earlier one day prior to the day of the meeting at [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net)

Special accommodations are available, upon request, for persons with disabilities or those needing sign language interpretation, or languages other than English. To request accommodations or services, please call 503-540-2371 (TTD/TTY 503-588-6439) at least two business days in advance.

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, and source of income, as provided by Salem Revised Code 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, Americans with Disabilities Act of 1990, and related statutes and regulations, in all programs and activities.

## A “Typical” Year for the CTPAB

**July** – Election of CTPAB Officers and begin of new 3-year Board member terms

**August and September** – Final revisions and changes for the new TOT Grant cycle

**October** – Annual **mandatory** TOT Grant Orientation (overview of any changes made to the TOT Grant Applications and Manual) and release of online applications

**November** – TOT Grant Applications Due

**December** – Start of TOT Grant Reviews (**Facility and CIP applications**) **Mandatory** attendance for those organizations whose applications will be discussed/reviewed.

**January** – TOT **Event Grant Application** Review **Mandatory** attendance for those organizations whose applications will be discussed/reviewed.

**February** – Final TOT **Event Grant Application** Review meeting. **Mandatory** attendance for those organizations whose applications will be discussed/reviewed.

**March** – Review of CTPAB member grant applications scores and recommendation of final TOT Grant funding for passing applications. Approval of City Manager’s recommended Cultural Tourism Fund budget, inclusive of the recommended grant awards.

**April and May** – City Budget hearings and initial review of the most recent Grant Approval Process. (How did things go?)

**June** – City Council Budget adoption, CTPAB review of grant application criteria for the next cycle and any recommended revisions. Distribution of TOT Grant Award Letters and Contracts with Awardees.

All CTPAB Meetings are open to the public. **Mandatory meetings** for **TOT Grant Applicants** are **October** and which ever month your application is reviewed **December, January, or February**.

**MINUTES**  
**CULTURAL AND TOURISM PROMOTION ADVISORY BOARD**  
**Tuesday, July 12, 2022**  
**Remote Meeting via ZOOM**  
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

**MEMBERS PRESENT**  
Felipe Gonzales-Chair  
Laura Tesler  
Scott Snyder  
Ryan Gail  
Omar Alvarado  
Kelly Thomas  
Vacant

**STAFF PRESENT**  
Chris Neider, CD Program Manager III  
Kelly, CD Staff Assistant

**MEMBERS ABSENT**  
Gaelen McAllister, Geoffrey Tiffany

**GUESTS**  
Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.

**GUESTS**  
Michelle Cordova – Willamette Heritage Center  
Kathleen Fish, Salem Multicultural Institute  
Yvonne Putze - Deepwood Museum & Gardens  
Alicia Bay – Gilbert House Children’s Museum  
Sally Litchfield – Elsinore Theatre  
Irene Bernards - Travel Salem  
Angie Onyewucki, Travel Salem  
Isis Thornton-Saunders-Travel Salem  
Genoa Ingram - Or State Capital Foundation  
Stacy Nalley - Or State Capital Foundation  
Luke Emanuel - Salem Baseball  
Carlee Wright, Press Play Salem  
Kate Van Ummersen, Salem Public Library Foundation  
Leilani Tucker, Englewood Forest Festival  
Robert Chandler, Deputy Director, PW  
Kathleen Swarm, Riverfront Amphitheater Coordinator, PW

- 1. CALL TO ORDER**  
Chris Neider began the meeting at approximately 6:03 p.m. with a quorum of 6 of 9 members present.
  
- 2. ROLL CALL**  
Chair, Felipe Gonzales opened and administered the meeting. Chris Neider took



attendance.

Members Present: Felipe Gonzales, Scott Snyder, Laura Tesler, Ryan Gail, Omar Alvarado, Kelly Thomas,

Staff Present: Chris Neider, Kelly Kelly,

Members Absent: Gaelen McAllister, Geoffrey Tiffany

### 3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the June 14, 2022 CTPAB meeting minutes and today's agenda.

**Motion:** To approve the June 14, 2022 CTPAB meeting minutes and today's agenda.

**Motion by:** Felipe Gonzales

**Seconded by:** Scott Snyder

**ACTION:** APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

4. **PUBLIC TESTIMONY** – limited to three minutes per organization and pertaining to items on the agenda.

None.

### 5. ITEMS REQUIRING ACTION

i.- Election of Officers -

Felipe Gonzales, Laura Tesler, Geoffrey Tiffany, Kelly Thomas and Ryan Gail were nominated. Kelly Thomas declined. Ryan Gail declined.

**Motion:** Keep the current Chair and Vice Chair for the next CTPAB Cycle.

**Motion by:** Ryan Gail

**Seconded by:** Scott Snyder

**ACTION:** APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

Felipe Gonzales and Laura Tesler were nominated and approved to serve as Chair and Vice Chair for the upcoming CTPAB cycle.

ii - Subcommittee Recommendations -

1. Mandatory attendance for grant applicants during CTPAB grant review meetings (Facility Operators & CIP grants December, Events split between January and February meetings).

2. Green Bonus Point Questions: Does your organization have a green plan in place? (1 bonus point) Provide a brief description of your green plan. (1 bonus point) For a maximum 2 bonus points for each application type (Facility, CIP, Event/Project).
3. Add an upload section question for each organization's current list of Board members.
4. Change CIP budget score sheet question: "Do you have sufficient cash match for the grant dollars requested?" from >40% Match, >20% Match, <20% Match to "Yes" "No". 2 points for a Yes and 0 points for No.
5. Add an auto calculation cell to the Facility Operator "Audit" spreadsheet that will calculate the TOT funding percent of the total expenditures. This percentage will be used to answer the Facility Operator Budget question: "Does the budget show evidence of diversified funding sources?" with scores based on grant percentage of total budget points. (This auto calculation already exists for the TOT Event/Project grants on the Event Budget spreadsheet.)

Discussion reaffirmed mandatory attendance or representation for grant applicants during the meeting in which one's Facility or Event or CIP Grant Application is being reviewed. This is the December meeting for Facility Operators, and Events Review is split between the January/February meetings.

**Motion:** Keep the Mandatory Attendance or representation for grant applicants during the meeting in which one's Facility or Event or CIP Grant Application is being reviewed.

<b>Motion by:</b>	<b>Felipe Gonzales</b>
<b>Seconded by:</b>	<b>Laura Tesler</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

Bonus points for Green/Sustainable planning at Facilities and Events was discussed.

**Motion:** Add bonus points for Green and low waste plans for TOT Events.

<b>Motion by:</b>	<b>Felipe Gonzales</b>
<b>Seconded by:</b>	<b>Ryan Gail</b>
<b><u>ACTION:</u></b>	<b>Friendly Amendment made:</b>

**Friendly Amendment/Motion:** Return the Green/Sustainable Plan to the subcommittee for more discussion. Consider financial incentives for green plans.

**Motion by:** Ryan Gail  
**Seconded by:** Scott Snyder  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

**Motion:** Add the question to list each organization's Board Members to the Grant Application.

**Motion by:** Felipe Gonzales  
**Seconded by:** Scott Snyder  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

**Motion:** Simplify the language on the CIP cash match question. Display as a YES / NO question on the Grant Application.

**Motion by:** Felipe Gonzales  
**Seconded by:** Scott Snyder  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

**Motion:** Add an auto-calculation to the Grant Application, on the Budget Sheet for Facility Grants, related to TOT Funding % of Total Expense. To accomplish: % of TOT Funding would be Auto-Calculated.

**Motion by:** Felipe Gonzales  
**Seconded by:** Laura Tesler  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

## 6. Report on the Gerry Frank Amphitheatre -

Dr Robert Chandler, PW Deputy Director, and Kathleen Swarm, Gerry Frank Amphitheater coordinator, shared an update on the Gerry Frank Amphitheatre activities and policies.

**7. Presentation on Salem Baseball League -**

Luke Emanuel presented on the potential of having a Salem Baseball League.

**8. Facility Operating Grant Reports -** Hallie Ford Museum of Art 3<sup>rd</sup> Qtr Report, Salem Art Association 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> Qtr Reports, Willamette Art Center 4<sup>th</sup> Qtr Report.

**9. Event Grant Reports -** Odyssey-Caakes Alley Make Music Day, Oregon State Capitol Foundation-Cherry Blossom Day, and Salem Art Association-Temporary Public Graffiti Art Mural for Make Music Day.

**10. Capital Improvement Reports - Willamette Heritage Center-1909 Caboose Ramp and Deck Project.**

**11. Travel Oregon 2021 Economic Impact of Travel in Oregon Summary -**

**12. Travel Salem Estimated Economic Impact and 3<sup>rd</sup> Quarter Report -**

**13. Updates on the Americans for the Arts AEP6 Study - Next meeting July 25, 2022, 1-2 PM & Upcoming Events.**

**14. Roundtable Discussion and Appearance of Interested Citizens - Opportunity for those attending the meeting to address the Board and share upcoming events (All)**

Thank you to the guests who came in support of their grant proposals, cultural and tourism promotion and cultural diversity and quality of life events happening in Salem. The Board appreciates their interest and input in the grant awarding process and in cultural and tourism promotion in Salem. Many of the guests present tonight introduced themselves and their upcoming events.

**15. Other Business & Parking Lot Items for future discussions -**

**16. Adjournment -**

**With no further business, the meeting was adjourned at approximately 6:59 PM.**

**Next Meeting: The August 9, 2022 CTPAB Meeting is Canceled. Next Meeting will be September 13, 2022**

This meeting is being conducted virtually, with remote attendance by the governing body. No in-person attendance is possible. Interested persons may view the meeting online on [YouTube](#). Please submit written comments on agenda items, or pre-register to provide Public Comment on items not on the agenda, by 5 p.m. or earlier one day prior to the day of the meeting at [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net).

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Respectfully Submitted,

Kelly Kelly, Board Staff Support

## Select new meeting night for Monthly CTPAB Board Meetings

<https://doodle.com/meeting/organize/id/eX6y5Bgb>

		September 2022		
		Wed 14	Thu 15	Fri 16
		06:00 PM - 08:00 PM	06:00 PM - 08:00 PM	06:00 PM - 08:00 PM
Kelly Kelly	kskelly@cityofsalem.net	YES	YES	YES
Scott	scott.snyder@grandhotelsalem.com	YES	YES	
Ryan Gail	ryan.gail102@gmail.com	YES		
Laura Tesler	tesler2291@comcast.net	YES		
Felipe Gonzales	felipegonzales@hey.com	YES	YES	YES
Chris Neider	cneider@cityofsalem.net	YES		
Kelly Thomas	thecasaverdegroupp@hotmai.com	YES		
Count		7	3	2

### Facility Operators Responses:

Doug Dacar
Alicia Bay
Marie Bradford Blevins
Kathleen Fish
John Olbrantz
Sally Litchfield
Yvonne Putze
Michelle Cordova* Wednesdays are normally good, just not the 14th of September.
Count

	YES	
YES		
YES		
YES	YES	
YES	YES	
YES	YES	
YES	YES	
	YES	
6		6
*7 otherwise		



## **FOR IMMEDIATE RELEASE**

Monday, September 19, 2022

### **CONTACT:**

Chris Neider, Program Manager III  
City of Salem, Community Development  
503) 540-2361 | [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net)

## **Grants Available for Salem Events and Cultural and Historic Attractions**

### **Attendance at one of two pre-application meetings is required to apply.**

Salem, Ore. — The City of Salem is accepting grant proposals from organizations that want to host historic, cultural, and tourism-related events in Salem.

Grant awards of up to \$10,000 are available for large events hosted by nonprofit 501(c) organizations listed with the Internal Revenue Service. Smaller events hosted by non-501(c) organization are eligible for up to \$2,000 grants. **All events must take place within Salem city limits, be open to the public, and occur between July 1, 2023, and June 30, 2024.**

The grants are funded by the Transient Occupancy Tax, also known as a hotel tax. They provide marketing and promotion support for various historic and cultural facilities and events in Salem.

### **Attendance at one of these pre-application meetings is a requirement to apply: Tuesday, October 11, 2022, 6:00 - 8:00 p.m.**

Via Zoom Meeting, organizations must submit email request for the link to [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net) or [kskelly@cityofsalem.net](mailto:kskelly@cityofsalem.net).

### **Thursday, October 13, 2022, 2:00 – 4:00 p.m.**

Via Zoom Meeting, organizations must submit email request for the link to [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net) or [kskelly@cityofsalem.net](mailto:kskelly@cityofsalem.net).

**Applications will be available beginning October 14, 2022** both online at [Grants for Promotion of Culture and Tourism | Salem, Oregon \(cityofsalem.net\)](https://www.cityofsalem.net/grants) and by contacting the City of Salem at (503) 540-2361. **Applications will be due November 14, 2022.**

For more information about Transient Occupancy Tax grants, please contact the City of Salem at (503)-540-2361. Si necesita ayuda para comprender esta información, por favor llame (503) 588-6207 x 1 Irma Dowd.



## COMUNICACION INMEDIATA

Lunes, 19 de septiembre, 2022

### Contacto:

Chris Neider, Administrador del Programa III

**Ciudad de Salem, Desarrollo Comunitario**

(503) 540-2361 [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net)

Si necesita ayuda para comprender esta información, por favor llame (503) 588-6207 x 1 Irma Dowd.

## Salem Cultural, Atracciones Históricas y Subvenciones para Eventos Disponibles

Salem, Ore. — La ciudad de Salem está aceptando propuestas de subvención de organizaciones que quieren brindar eventos históricos, culturales, y turísticos-eventos relacionados en Salem.

Los premios de becas de hasta \$2,000 están disponibles para eventos pequeños y hasta \$10,000 para grandes eventos organizados por organizaciones sin fines de lucro 501(c) que figuran en el Servicio de Impuestos Internos. **Todos los eventos deben tener lugar dentro de los límites de la ciudad de Salem, estar abiertos al público y ocurrir entre el 1 de julio de 2023 y el 30 de junio de 2024.**

Las subvenciones están financiadas por el Impuesto de Ocupación Transitoria, también conocido como impuesto hotelero. Las subvenciones proporcionan apoyo de comercialización y promoción para diversas instalaciones y eventos históricos y culturales en Salem.

**La asistencia a una de las reuniones previas a la solicitud se es un requisito para solicitar:**

**Martes, 11 de octubre, 2022, 6:00 - 8:00 p.m.**

A través de la reunión por Zoom, las organizaciones deben enviar una solicitud por correo electrónico para el enlace a [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net) o [kskelly@cityofsalem.net](mailto:kskelly@cityofsalem.net).



**Jueves, 13 de octubre, 2022, 2:00 – 4:00 p.m.**

A través de la reunión por Zoom, las organizaciones deben enviar una solicitud por correo electrónico para el enlace a [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net) o [kskelly@cityofsalem.net](mailto:kskelly@cityofsalem.net).

**Las solicitudes estarán disponibles a partir del 14 de octubre, 2022** tanto en línea en [Grants for Promotion of Culture and Tourism | Salem, Oregon \(cityofsalem.net\)](https://www.cityofsalem.net/Grants-for-Promotion-of-Culture-and-Tourism) o poniéndose en contacto con la Ciudad de Salem al (503) 540-2361. **Las solicitudes vencen el 14 de noviembre, 2022.**

Para obtener más información sobre las subvenciones de Impuesto de Ocupación Transitorio, póngase en contacto con la Ciudad de Salem al (503)-540-2361.



## FOURTH QUARTER REPORT 2021-2022

### APRIL, MAY, JUNE

### INTRODUCTION

Travel Salem is pleased to present its 21-22 Fourth Quarter Report pursuant to 2021 City of Salem Contract Section 1.7. The contract stipulates quarterly reports include a financial report, an overview of activities and performance measurement data, and clearly demonstrate how Transient Occupancy Tax funds and Salem Tourism Promotion Area funds are used on projects, programs, and initiatives in Salem. This report fulfills these contractual requirements.

All programs and services tie back to Travel Salem’s 2020-2025 Strategic Plan and the 2021-2022 Business Plan and drive toward the imperative to increase visitor-related economic impact through four core areas of focus: destination experience, destination development, destination marketing, and organization optimization.

### KEY PERFORMANCE MEASUREMENTS

Performance Measures <sup>1</sup>	21-22 YTD (July-June)	% of Target	21-22 Year-End Target	20-21 TOTAL
Estimated Economic Impact	\$676,300,000	210%	↑2% = \$321,300,000	\$315,000,000
Transient Occupancy Tax <sup>2</sup>	\$4,328,340	133%	↑5% = \$3,249,877	\$3,095,121
Leverage	\$2,821,115	123%	\$2,300,000	\$2,680,099
Consumer Engagement	147,985,085	107%	↑15% = 137,383,383	119,463,811
Visitor Information Network Attendance	121,878	155%	↑6% = 78,405	73,967
Earned Media Impressions	114,512,450	109%	↑5% = 104,615,797	99,634,093
Social Media Reach <sup>3</sup>	8,710,548	96%	↑12% = 9,107,916	8,132,068
TravelSalem.com Visits <sup>4</sup>	308,338	81%	↑10% = 380,288	345,716
Conventions & Sports Bookings	28	140%	↑10% = 20	18

<sup>1</sup>Targets are based on normal market conditions and don’t take into consideration significant impacts such as a pandemic, recession/depression, natural disasters, fuel anomalies, etc.

<sup>2</sup>Outcomes influenced by fluctuations in ADR, occupancy

<sup>3</sup>Social Media Reach was down due to the social media coordinator position being vacant during the 3<sup>rd</sup> quarter

<sup>4</sup>Methodologies may change year to year as vendors update their algorithms; year over year changes may not be comparable. TravelSalem.com visits were down from target due to drop in opt-in cookie traffic and the website re-design (re-designs can cause initial drops in traffic for a month or two as Google learns to read and recognize the new site)

### FUNDING KEY BY SOURCE



Transient Occupancy Tax



Salem Tourism Promotion Area



Wine Country Plate



Unrestricted sources (e.g., County funds, advertising)



Willamette Valley Visitors Association



Grants



Blended sources

## MARKETING & COMMUNICATIONS

- Ran a June **Expedia campaign** generating 871 room nights and \$155,300 worth of bookings; this campaign produced a 17.4:1 return •
- Completed a **Sojern campaign** that sends Salem ads to targeted consumers as they proceed through their trip planning and booking process; the campaign ran from November 1, 2021 through April 30, 2022 and drove 468 lodging bookings •
- Completed **the Seattle Bus campaign** that ran from April through June 2022; the campaign generated 26.8 million impressions
- **Cultural Heritage Liaison Work Plan** – Provided customized expertise to develop marketing plans, performance measurement reporting, website & social media management, and content planning templates. The review of Bush House Museum is currently underway and will be finalized after their internal “reimagining process” is complete. Reviews have been conducted of the following: •
  - Willamette Heritage Center
  - Deepwood Estate & Gardens
  - Gilbert Children’s Museum
- The **Region 1 Wine Country Plate** strategic planning process is underway; MMGY Global has been contracted to facilitate stakeholder engagement and develop a strategic plan to create alignment with future strategies •
- Placed a full-page ad in the Jul-Aug edition of **American Road magazine** with 120,000 consumer impressions and reaching 2,800 group tour operators; the digital ad will have a reach 1.5 million views; the ads highlight Salem’s rich heritage and area attractions •
- Launched the **22-23 Salem Area Visitors Guide** with ad sales returning to 2019 levels (\$70,763); distributed to 800 locations throughout Oregon, Washington and California ••
- Ran a full-page ad in **Northwest Travel magazine** (120,000 impressions) highlighting outdoor recreation •
- Participated in the **Destination Analysts Traveler Sentiment survey** to collect data from visitors to the region; the final report and findings will be available in October 2022 •
- Secured a spot on the **Oregon Olympian Trail** for Gilbert Children’s Museum as part of the Oregon 22 World Track & Field Championships with a permanent plaque displayed at the museum honoring A.C. Gilbert who was a track and field gold medal Olympian in 1908 •
- Held Travel Salem’s **Most Oregon Part of Oregon (MOPO) Industry Awards** which honored eight individuals, groups and organizations that went above and beyond in 21-22 to positively impact the economy and the Mid-Willamette Valley’s quality of life; the following recipients were recognized:•
  - The Most Dedicated: Hazel Patton
  - The Most Brewlicious: Parallel 45 Brewery
  - The Most Authentic: Don Froylan Creamery
  - The Most Resilient: Santiam Canyon River Territory
  - The Most Impactful: IRONMAN 70.3 Oregon
  - The Most Connected: Willamette Heritage Center
  - The Most Collaborative: Taproot Lounge & Café
  - The Most Oregon Part of Oregon: Salem Tourism Promotion Area Committee
- The Union Street Pedestrian Bridge was lit in red lights to pay homage to the tourism industry; Mayor Chuck Bennett presented a tourism proclamation to celebrate **National Tourism Month**



Seattle Bus Campaign

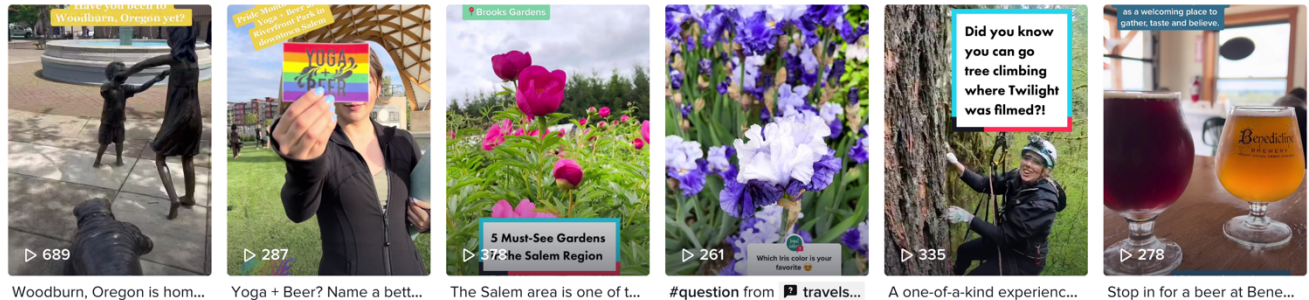


22-23 Visitors Guide Cover

## Social Media & PR

Refer to the attached Social Media and PR Addendums for examples and results of top-performing posts for the quarter

- **Content Creation for Tik Tok:** Fun and exciting Tik Toks are being posted 3-4 times a month promoting events, unique places and much more to encourage tourism in the Salem region •



- **Published 3 blogs** highlighting events and places to visit in the region with a total of **39,520** page views: •

- 7 Must See Gardens to Visit in the Mid-Willamette Valley this Spring
- 5 Fun, Fascinating Museums around Salem and the Mid-Willamette Valley
- The Ultimate Guide to Camping and Outdoor Adventure in Salem and the Mid-Willamette Valley

- **In-house photo/video content** was produced for the following locations: •

- Chachalu Tribal Museum
- Cecil & Molly Smith Gardens
- The Oregon Garden
- Benedictine Brewing
- Multiple Polk County locations for Great Oaks Food Trail
- Pendleton Retail Store
- Sebright Gardens
- Tree Climbing at Silver Falls State Park
- Schreiner's Iris Gardens
- Yoga + Beer at Gerry Frank Amphitheatre
- Xicha Brewing
- Salem Pride
- Enchanted Forest

- **Content Creation for Pinterest & Updating Older Blogs:** Cross-promoted Travel Salem blogs on Pinterest and created engaging pin covers; uploaded in-house photo content to Pinterest; updated older blogs with current information to increase Search Engine Optimization (SEO) (4,722 impressions) •



Pinterest Cover Examples

## Online & Data Science

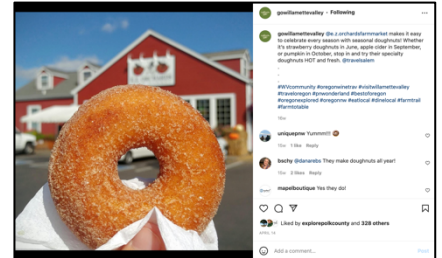
Subscribed to two new platforms that will enhance Travel Salem's research and data science capabilities; results from this research will be shared in future reports:

- **Adara Impact**— Adara tracks consumers through their planning and booking journey by tracking Travel Salem's marketing initiatives (e.g., TravelSalem.com, digital advertisements, social posts) and provides insight into visitor expenditures and estimated economic impact (EEI); data will be used to analyze effectiveness of advertising campaigns •

- **Placer.ai**— Placer.ai uses geofencing technology to provide detailed data on visitor movement throughout the region; data can be pinpointed to specific locations such as attractions and events; data will be utilized to further understand the visitor journey throughout the region and effectively target advertising efforts •
- Integrated **Google Analytics 4 (GA4)** into TravelSalem.com website platform; GA4 is the next generation measurement tool for tracking website analytics due to the termination of cookie tracking •

### Willamette Valley Visitors Association (WVVA)

- The **top Instagram post** for the quarter featured E.Z. Orchards and received 329 likes
- “Five Ways to Celebrate Pride in the Willamette Valley” **blog** featured Salem’s Capital Pride in the Park event



WVVA Top Instagram Post

## DESTINATION DEVELOPMENT

### Marion County

- **John Ritter’s Salem Underground & Lore Tour**— Working on a guided tour to promote the history and rich culture of Salem that showcases the underground history of downtown from the late 1800s to the present day; due to the lack of accessible underground locations, adapting the tour to incorporate Salem “lore” and historic facts; tentative launch October 2022 •
- **Itinerary Development**— Created new itineraries for the Oregon 22 World Track & Field Championships and IRONMAN 70.3 Oregon which are available at TravelSalem.com and via QR codes for easy mobile access at visitor’s information tables •
- **Santa Crawl**— Coming this December, the Salem Santa Crawl event will encourage participants to don their Santa apparel and take part in culinary festivities at a variety of participating downtown establishments; currently engaging stakeholders to outline the route •
- **Resilient Headwaters**—Stakeholders are working to create a strategy and funding mechanism to rebuild trails in the Santiam River Canyon area to create a broader trail network; stakeholders are currently looking for funding to keep project management in place
- **North Marion County**— The North Marion County Tourism Collaborative (NMCTC) includes Woodburn, Silverton, Mt. Angel, Brooks, St. Paul, Gervais, Aurora, and Hubbard with efforts funded by the City of Woodburn; Travel Salem is participating in the NMCTC meetings to unify regional efforts
- **Regenerative Tourism Committee for the Willamette Valley**— Destinations International is leading work that focuses on regenerative tourism which aims to restore natural spaces; Travel Salem is attending quarterly conferences and assisting with manifesto creation



Resilient Headwaters Map

### Polk County

- Hosted the **Polk County Tourism Reconnect Summit** that gathered 47 tourism industry partners and stakeholders •
- Created a **Great Oaks Food Trail promo video** to showcase the self-guided food trail through Polk County •
- Launched a **Summer in Polk** social media and Yiftee promotion campaign that encouraged residents and visitors to “rediscover” Summertime in Polk County •



- **Provided resources at Joy Ride**, Cycle Oregon's women's-only ride starting and ending at Independence Riverview Park; estimated 1,000 attendees •

## CONVENTIONS & SERVICES

*Refer to the attached Convention & Sports Dashboards for leads, bookings, and EEI information*

- Attended the **California Society of Association Executives (CalSAE) Annual conference** in Squaw Valley, CA to network with meeting planners from across the state •
- Held a **Small Market Meetings familiarization tour** for 10 planners from across the U.S. that spent 2 days touring Salem area meeting/convention venues and attractions; currently working 2 leads with a total EEI of \$683,100 and 1,108 room nights •
- Hired Taylor Cribbins, the new **Services & Sales Coordinator**

## SPORTS & EVENTS

*Refer to the attached Convention & Sports Dashboards for leads, bookings, and EEI information*

- Attended **Sports ETA Symposium** in Fort Worth, TX and held 10 one on one appointments with sports rights holders; currently working 3 leads
- Placed a three-page editorial in **Sports & Events Planning guide** targeting rights holders and event planners (18,000 impressions)
- Hired Ryan Durnan, the new **Sports & Events Sales Manager**

**Travel Salem  
Public Relations Addendum  
4/1/2022 - 6/30/2022**

Secured 65 articles and mentions with a reach of 41,051,450 and advertising equivalency of \$440,780

	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>Trips to Discover</i></p> <p><b>Where to See Cherry Blossoms in Spring</b></p> <p>Published: 04/2022 Pitched: 02/2022</p>	\$27,000	1,600,000	Salem was included in a round-up article on best places throughout the world to see the cherry blossoms. Oregon's State Capitol Park was included, along with a nod to the impact that Japanese culture has in the state of Oregon.
	<p><i>Travel &amp; Leisure</i></p> <p><b>The 12 Best Small Towns in Oregon for Historic Charm, Wineries and Adventure Treks</b></p> <p>Published: 04/2022 Pitched: 08/2021</p>	\$53,000	5,900,000	The City of Silverton - including the Gordon House, the Oregon Garden and nearby Silver Falls State Park - was included in this nationwide round-up of small towns worth visiting.
	<p><i>Men's Journal</i></p> <p><b>Best Tulip Fields and Festivals in America and Beyond</b></p> <p>Published: 04/2022 Pitched: 03/2022</p>	\$35,000	3,700,000	The Wooden Shoe Tulip Festival was highlighted as one of the best spring flower festivals to check out in the U.S. and beyond.
	<p><i>Conde Nast Traveler</i></p> <p><b>The Best National and State Parks in Oregon for Cascading Waterfalls, Seaside Dunes, and Massive Fossil Beds</b></p> <p>Published: 05/2022 Pitched: 03/2022</p>	\$35,000	5,000,000	Silver Falls State Park was highlighted in freelance writer JD Shadel's round-up of best parks in Oregon.


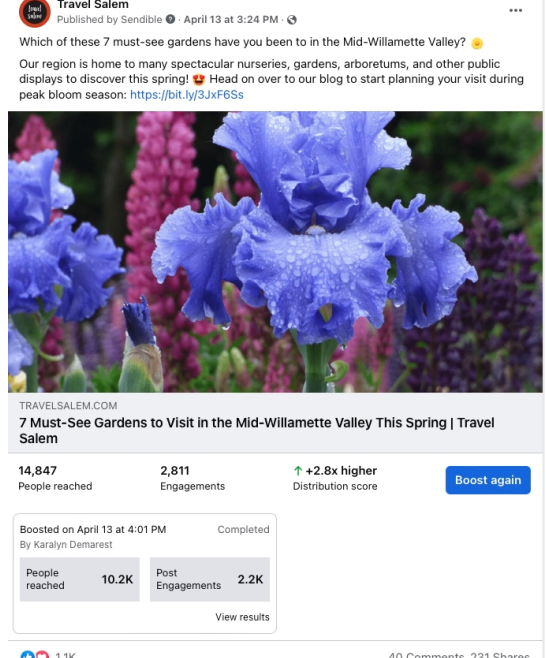
	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>USA Today</i></p> <p><b>10 Spots to Explore the Culinary Best that the Willamette Valley Has to Offer</b></p> <p>Published: 05/2022 Pitched: 03/2022</p>	\$34,300	2,860,000	Bauman's Farm & Garden, Willamette Valley Vineyards, Xicha Brewing and Willamette Valley Pie Co. were called out in this article highlighting top culinary spots throughout the Willamette Valley.
	<p><i>US News &amp; World Report</i></p> <p><b>16 Most Beautiful Oregon Waterfalls</b></p> <p>Published: 05/2022 Pitched: 03/2022</p>	\$52,000	4,200,000	Abiqua Falls and nearby Camp Dakota were included in this round-up of Oregon's most beautiful waterfall destinations.
	<p><i>Take Root Magazine</i></p> <p><b>Salem Public Market - Oregon's Oldest Farmers Market</b></p> <p>Published: 06/2022 Pitched: 10/2021</p>	\$7,500	50,000	A 4-page feature article highlighted the history behind the Salem Public Market - Oregon's oldest farmers market - and showcased some of the vendors and items that can be found there.
	<p><i>Food &amp; Wine</i></p> <p><b>16 Great Oregon Pinots for Springtime Pouring</b></p> <p>Published: 06/2022 Pitched: 03/2022</p>	\$32,000	2,001,900	Bethel Heights, Illahe Vineyards and Johan Vineyards were all included in this round-up of Oregon wines great for springtime sipping.






	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>TravelOregon.com</i></p> <p><b>Celebrate Oregon's Indigenous-Owned Farms &amp; Restaurants</b></p> <p>Published: 06/2022 Pitched: 05/2022</p>	\$4,640	180,000	Spirit Mountain Casino's Amore restaurant was included in this round-up of Indigenous-owned culinary spots located throughout Oregon.
	<p><i>TravelAwaits.com</i></p> <p><b>Taking The Scenic Route Through Oregon From Portland To Corvallis: My 6 Favorite Stops</b></p> <p>Published: 06/2022 Pitched: 03/2022</p>	\$26,000	3,000,000	Freelance writer Jo-Ann Bowen mentioned the Great Oaks Food Trail and Monmouth's Yeasty Beauty in her article about her roadtrip adventure through Oregon.
	<p><i>Eater Portland</i></p> <p><b>Where to Find Worth-the-Drive Marionberry Pie All Over Oregon</b></p> <p>Published: 06/2022 Pitched: 04/2022</p>	\$3,900	97,000	Salem's Bountiful Pies and Willamette Valley Pie Co. were called out in this article about where to find the best Marionberry pies.
	<p><i>WorldAtlas.com</i></p> <p><b>9 Most Scenic Small Towns in Oregon</b></p> <p>Published: 06/2022 Pitched: 05/2022</p>	\$38,400	4,800,000	Silverton was called out as one of Oregon's most scenic towns for its charming downtown area, proximity to Silver Falls State Park and home to The Oregon Garden.


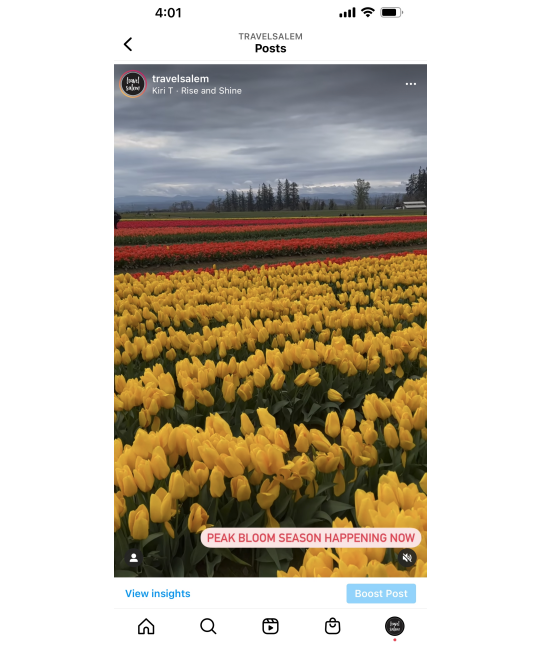
	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>Here is Oregon</i></p> <p><b>10 Historical Spots to Visit in Salem, Oregon</b></p> <p>Published: 06/2022 Pitched: 04/2022</p>	\$13,200	1,100,000	Here is Oregon published top historical spots to visit in Salem, including Gilbert House Children's Museum, Bush's Pasture Park, the Elsinore Theatre, the OSH Museum of Mental Health, Salem Pioneer Cemetery and Willamette Heritage Center.
	<p><i>TheTravel.com</i></p> <p><b>Top Rated Cities to Visit in Oregon</b></p> <p>Published: 06/2022 Pitched: 04/2022</p>	\$15,500	2,179,000	This article named Salem as one of Oregon's top towns to visit for arts and culture and included mention of Salem's public art collection, Riverfront Park, the Elsinore Theatre, Minto-Brown Island Park and Willamette University.

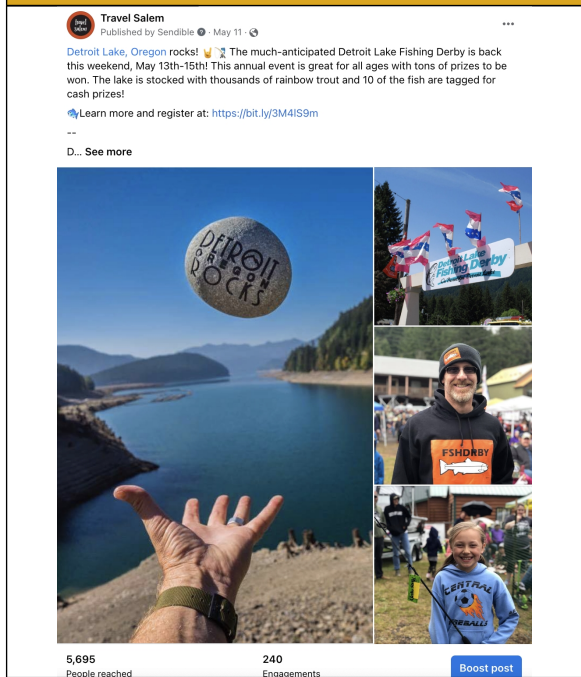
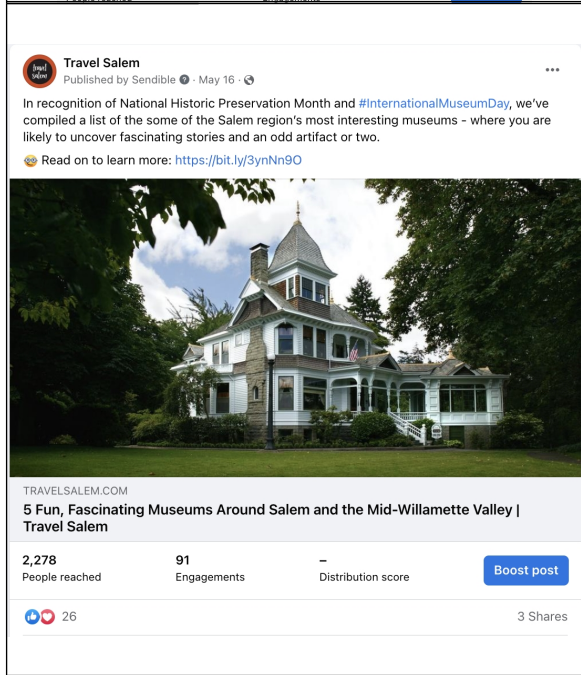
# Travel Salem Social Media Addendum 4/1/2022 - 6/30/2022



	Campaign/Post	Results	Key Message/Content
 <p>Travel Salem Published by Sendible · April 10 at 4:55 PM · ...</p> <p>Attention all foodies, wine lovers and hop heads! <a href="#">First Taste Oregon</a> is back April 15th &amp; 16th. First Taste is an event of epic proportions featuring fabulous Oregon wines, hard ciders, spirits, brews and tasty bites for a one-of-a-kind experience. Snag your tickets &amp; be sure to secure your lodging arrangements: <a href="https://bit.ly/3JhESz0">https://bit.ly/3JhESz0</a> #SalemisMOPO #SalemOregon #TravelSalem</p>	<p>First Taste Oregon</p> <p>Published: 04/2022</p>	<p>Facebook: 1,933 Impressions, 21 Engagements, 12 Link Clicks</p> <p>Instagram: 2,242 Impressions, 67 Likes, 10 Shares, 2 Comments, 2 Saves, 17 Link Clicks</p>	<p>Encouraging our followers to purchase First Taste Oregon tickets and secure lodging for the upcoming weekend. Showcases Oregon bites, wines, ciders, spirits and brews.</p>
 <p>Travel Salem Published by Sendible · April 13 at 3:24 PM · ...</p> <p>Which of these 7 must-see gardens have you been to in the Mid-Willamette Valley? 🌸 Our region is home to many spectacular nurseries, gardens, arboretums, and other public displays to discover this spring! 🌸 Head on over to our blog to start planning your visit during peak bloom season: <a href="https://bit.ly/3JxFG5s">https://bit.ly/3JxFG5s</a></p> <p>TRAVELSALEM.COM <b>7 Must-See Gardens to Visit in the Mid-Willamette Valley This Spring   Travel Salem</b></p> <p>14,847 People reached    2,811 Engagements    ↑ +2.8x higher Distribution score    <a href="#">Boost again</a></p> <p>Boosted on April 13 at 4:01 PM    Completed By Karalyn Demarest</p> <p>People reached <b>10.2K</b>    Post Engagements <b>2.2K</b> View results</p> <p>40 Comments 231 Shares</p>	<p>Blog: Must See Gardens</p> <p>Published: 04/2022</p>	<p>Facebook: 38,790 Impressions, 2,814 Engagements, 1,196 Link Clicks</p> <p>Instagram: 5,263 Impressions, 342 Likes, 57 Saves, 39 Shares, 5 Comments, 30 Link Clicks</p>	<p>Monthly blog encouraging visitors to visit Gaiety Hallow, Bush's Pasture Park, Schreiner's Iris Gardens, Adelman Peony Gardens, Cecil &amp; Molly Smith Gardens, Delbert Hunter Arboretum and Botanical Garden and Brooks Gardens in full bloom.</p>

	Campaign/Post	Results	Key Message/Content
<p><b>Travel Salem is at Chachalu Museum.</b> Published by Karalyn Demarest · April 26 at 1:24 PM · Grand Ronde · 🌐</p> <p>West of Salem you'll discover Grande Ronde, where Native culture is on full display. Long before Europeans settled in the area, the region of Grande Ronde was home to the Kalapuya people and called Chachalu which translates to "place of burnt timbers". The name reflects methods of traditional land management and the use of fire to maintain a healthy landscape.</p> <p>👉The Chachalu Tribal Museum &amp; Cultural Center tells the story of the Tribe's history and honors its resilience. Exp... <a href="#">See more</a></p>  	<p><b>Chachalu Tribal Museum &amp; Cultural Center</b></p> <p>Published: 04/2022</p>	<p>Facebook: 3,985 Impressions, 238 Engagements, 184 Link Clicks</p> <p>Instagram Post: 4,231 Impressions, 253 Likes, 27 Saves, 24 Shares, 4 Comments, 26 Link Clicks</p> <p>Instagram REEL: 7,516 Plays, 149 Likes, 26 Shares, 23 Saves, 5 Comments</p> <p>Tik Tok: 125 Plays, 6 Likes</p>	<p>Promoting the reopening of the Chachalu Museum in Grande Ronde and what visitors can expect to see and learn.</p>
<p><b>Travel Salem is at Cecil &amp; Molly Smith Rhododendren Garden.</b> Published by Karalyn Demarest · April 28 at 1:30 PM · Saint Paul · 🌐</p> <p>We spotted so many gorgeous rhododendrons at Cecil &amp; Molly Smith Garden in St. Paul! 🌸</p> <p>Make plans to take a serene walk through the grounds this spring and see over 600 rhododendrons and azaleas! The garden is open Saturday &amp; Sunday April through May (closed Memorial Day weekend). If you're traveling with a group, consider booking a custom guided tour. Visit <a href="https://bit.ly/3La5PpO">https://bit.ly/3La5PpO</a> for more info 🌸</p> 	<p><b>Cecil &amp; Molly Smith Gardens</b></p> <p>Published: 04/2022</p>	<p>Facebook: 1,950 Impressions, 67 Engagements, 39 Link Clicks</p> <p>Instagram Post: 2,778 Impressions, 126 Likes, 18 Shares, 7 Saves, 2 Comments, 6 Link Clicks</p> <p>Instagram REEL: 2,386 Plays, 142 Likes, 17 Saves, 16 Shares, 1 Comment</p>	<p>Located in St Paul, the Cecil &amp; Molly Smith Gardens feature over 600 azaleas and rhododendrons. This post shows the beauty of the gardens and provides information on visiting since it is a seasonal display.</p>


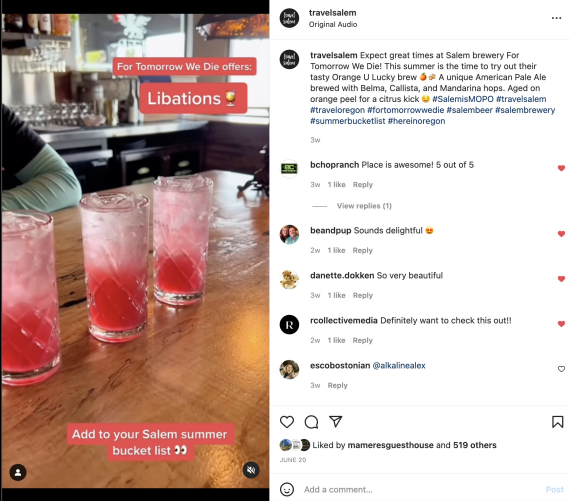


	Campaign/Post	Results	Key Message/Content
	<p>Wiking</p> <p>Published: 04/2022</p>	<p>Facebook: 2,808 Impressions, 58 Engagements, 35 Link Clicks</p> <p>Instagram: 3,694 Impressions, 165 Likes, 29 Shares, 10 Saves, 3 Comments, 41 Link Clicks</p>	<p>Introducing a one-of-a-kind Oregon experience: Wiking! Wine + Hiking can be done at Left Coast Estate.</p>
	<p>Wooden Shoe Tulip Festival</p> <p>Published: 04/2022</p>	<p>Instagram REEL: 9,930 Plays, 464 Likes, 152 Shares, 28 Saves, 3 Comments</p> <p>Tik Tok: 400 Plays, 16 Likes, 2 Comments, 1 Share, 552 Reach</p>	<p>Engaging Tik Tok &amp; Reel showcasing the annual Wooden Shoe Tulip Festival and what visitors can expect to see and do.</p>



	Campaign/Post	Results	Key Message/Content
 <p>Travel Salem Published by Sendible · May 11 ·</p> <p>Detroit Lake, Oregon rocks! 🌊 The much-anticipated Detroit Lake Fishing Derby is back this weekend, May 13th-15th! This annual event is great for all ages with tons of prizes to be won. The lake is stocked with thousands of rainbow trout and 10 of the fish are tagged for cash prizes!</p> <p>Learn more and register at: <a href="https://bit.ly/3M4IS9m">https://bit.ly/3M4IS9m</a></p> <p>5,695 People reached 240 Engagements</p>	<p><b>Detroit Lake Fishing Derby</b></p> <p>Published: 05/2022</p>	<p>Facebook: 5,736 Impressions, 240 Engagements, 16 Link Clicks</p> <p>Instagram: 4,838 Impressions, 272 Likes, 7 Saves, 33 Shares, 8 Comments, 29 Link Clicks</p>	<p>Encouraging people to participate in the Detroit Lake Fishing Derby</p>
 <p>Travel Salem Published by Sendible · May 16 ·</p> <p>In recognition of National Historic Preservation Month and #InternationalMuseumDay, we've compiled a list of the some of the Salem region's most interesting museums - where you are likely to uncover fascinating stories and an odd artifact or two.</p> <p>Read on to learn more: <a href="https://bit.ly/3ynNn90">https://bit.ly/3ynNn90</a></p> <p>TRAVELSALEM.COM</p> <p>5 Fun, Fascinating Museums Around Salem and the Mid-Willamette Valley   Travel Salem</p> <p>2,278 People reached 91 Engagements - Distribution score</p> <p>26 3 Shares</p>	<p><b>Blog: 5 Fascinating Museums</b></p> <p>Published: 05/2022</p>	<p>Facebook: 2,279 Impressions, 29 Engagements, 58 Link Clicks</p> <p>Paid Facebook Ad: 641,647 Impressions, 10,937 Link Clicks, 14,423 Engagements</p> <p>Instagram: 3,694 Impressions, 196 Likes, 20 Shares, 11 Saves, 2 Comments</p>	<p>May's blog showcased 5 fun, fascinating museums around Salem and the Mid-Willamette Valley. This includes the Willamette Heritage Center, Oregon State Hospital Museum of Mental Health, Deepwood Museum &amp; Gardens, Chachalu Tribal Museum and Cultural Center, and the Museum of Natural History at Mount Angel Abbey.</p>

	Campaign/Post	Results	Key Message/Content
<p>First Friday Concerts are happening at the Salem Rotary Amphitheater 🎶🎸🎤 Did we mention they are also FREE?! Last month's show featuring Rich McCloud Music showcased great tunes and amazing views of Riverfront Park 📍</p> <p>🎵 Check out the music lineup:  7/1 Wild Ire (alt rock fusion)  8/5 The Ferenjis (indie/ rock funk)  9/2 S... See more</p>  <p>4,497 People reached      222 Engagements      Boost post</p> <p>👍👎🗨️ 55      4 Comments 10 Shares</p>	<p><b>First Friday Concerts</b></p> <p>Published: 06/2022</p>	<p>Facebook: 4,526 Impressions, 80 Engagements, 155 Link Clicks</p> <p>Instagram: 7,631 Impressions, 515 Likes, 92 Shares, 25 Saves, 12 Comments, 3 Link Clicks</p>	<p>Post promoting free First Friday concerts at the Gerry Frank Salem Rotary Amphitheater. Includes the line up for the summer/fall.</p>
<p>Who is ready to sample delicious food and drinks this weekend at the Taste of Woodburn? 🍷</p> <p>Boasting the largest selection of Mexican restaurants per capita in Oregon, the Taste of Woodburn provides an opportunity to taste the foods and flavors of the many regions and cultures of Mexico and highlights the diversity of the area. This year they will also introduce the flavors and culture of Russia as Woodburn is also home to a large community of Orthodox Russians.</p> <p>This two-day... See more</p>  <p>2,967 People reached      98 Engagements      Boost post</p>	<p><b>Taste of Woodburn</b></p> <p>Published: 06/2022</p>	<p>Facebook: 3,061 Impressions, 25 Engagements, 74 Link Clicks</p> <p>Instagram REEL: 1,096 Plays, 9 Likes, 3 Shares, 5 Saves</p> <p>Tik Tok: 589 Plays, 23 likes, 4 Comments, 1 Share, 1 Save</p>	<p>Promoting the Taste of Woodburn in an exciting way on social media. Sharing what visitors can expect at this event.</p>



	Campaign/Post	Results	Key Message/Content
	<p>Enchanted Forest</p> <p>Published: 06/2022</p>	<p>Instagram REEL: 12,286 Plays, 443 Likes, 6 Comments, 96 Shares, 56 Saves</p> <p>Tik Tok: 270 Plays, 18 Likes, 1 Save</p>	<p>This short-form social media video promotes visiting a unique attraction in our region: Enchanted Forest</p>
	<p>For Tomorrow We Die</p> <p>Published: 06/2022</p>	<p>Instagram REEL: 9,126 Plays, 519 Likes, 8 Comments, 143 Shares, 72 Saves</p> <p>Tik Tok: 248 Plays, 5 Likes</p>	<p>Short-form video encouraging visitors to visit For Tomorrow We Die Brewery in Salem this summer.</p>



	Campaign/Post	Results	Key Message/Content
	<p>Tree Climbing at Silver Falls State Park</p> <p>Published: 06/2022</p>	<p>Instagram REEL: 6,067 Plays, 311 Likes, 4 Comments, 127 Shares, 59 Saves</p> <p>Tik Tok: 328 Plays, 13 Likes, 1 Save</p>	<p>Short form video showing a new experience in the Willamette Valley: tree climbing at Silver Falls State Park.</p>
	<p>Blog: The Ultimate Guide to Camping &amp; Outdoor Adventure</p> <p>Published: 06/2022</p>	<p>Facebook Ad: 38,432 Reach, 930 Engagements, 706 Link Clicks</p> <p>Instagram: 3,128 Impressions, 140 Likes, 6 Saves, 3 Comments, 3 Shares, 3 Link Clicks</p>	<p>This post links back to the Travel Salem blog and this month's blog featured camping and outdoor ventures in the Salem/Mid-Willamette Valley region. The blog post also includes tips for visitors.</p>

Travel Salem  
**CONVENTIONS and SPORTS DASHBOARD**  
 2021-22 Fourth Quarter

21-22 REAL-TIME CONVENTIONS/SPORTS							
YEAR-TO-DATE							
Conventions & Groups							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
1	North American Blueberry Council	\$ 207,000	200	200	\$ 23,902	\$ 2,151	
3	Oregon Thespians	\$ 828,000	1,200	1,000	\$ 119,510	\$ 10,756	
3	Special Olympics	\$ 18,900	300	-	\$ -	\$ -	
3	NW Ag show	\$ 140,400	1,200	450	\$ 53,780	\$ 4,840	
3	Silver Falls kennel club	\$ 391,200	1,800	700	\$ 83,657	\$ 7,529	
3	Or Cattlemans Assoc. spring	\$ 16,500	40	20	\$ 2,390	\$ 215	
3	USA Bellydance	\$ 30,750	50	75	\$ 8,963	\$ 807	
<b>CONVENTION &amp; GROUPS TOTAL</b>		<b>\$ 1,632,750</b>	<b>4,790</b>	<b>2,445</b>	<b>\$ 292,202</b>	<b>\$ 26,298</b>	
						\$ 0.13	TOT ROI
Sports & Events							
1	USA National Softball	\$ 4,173,120	4,032	300	\$ 35,853	\$ 3,227	
1	USA Softball 4th of July Tournament	\$ 1,251,936	2,516	96	\$ 11,473	\$ 1,033	
1	USA Softball State Tournament	\$ 626,968	1,008	48	\$ 5,736	\$ 516	
1	IRONMAN 70.3 Oregon	\$ 10,065,100	2,310	7,952	\$ 950,344	\$ 85,531	
1	USA Fastpitch Invitational Labor day	\$ 1,408,428	2,268	108	\$ 12,907	\$ 1,162	
1	USA Softball Tournament	\$ 3,129,840	5,054	240	\$ 28,682	\$ 2,581	
1	USA Softball Tournament	\$ 417,312	1,008	100	\$ 11,951	\$ 1,076	
1	USA Softball Tournament	\$ 417,312	1,008	100	\$ 11,951	\$ 1,076	
2	Capitol City Classic Basketball	\$ 1,200,465	19,055	219	\$ 26,173	\$ 2,356	
3	Willmaette Valley Open	\$ 184,500	300	100	\$ 11,951	\$ 1,076	
4	Capital Cup Soccer	\$ 156,000	500	375	\$ 44,816	\$ 4,033	
4	Capital Cup Soccer	\$ 156,000	500	375	\$ 44,816	\$ 4,033	
<b>SPORTS &amp; EVENTS TOTAL</b>		<b>\$ 23,186,981</b>	<b>39,559</b>	<b>10,013</b>	<b>\$ 1,196,654</b>	<b>\$ 107,699</b>	
						\$ 0.54	TOT ROI
<b>TOTAL</b>		<b>\$ 24,819,731</b>	<b>44,349</b>	<b>12,458</b>	<b>\$ 1,488,856</b>	<b>\$ 133,997</b>	
						\$ 0.67	TOT ROI
Total Value		\$ 24,819,731					
Direct Costs for YTD		\$ 200,868					
EEI ROI		\$ 123.56					

21-22 FUTURE BUSINESS - LEADS & BOOKINGS												
YEAR-TO-DATE												
Conventions & Groups												
	LEADS				BOOKINGS							Lead Conversion Rate
	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue		
FY 21-22	15	\$ 2,492,619	7,167	4,047	12	\$ 2,055,435	6,795	3,415	\$ 408,127	\$ 36,731		
FY 22-23	7	\$ 886,140	2,770	1,390	4	\$ 778,200	1,420	1,220	\$ 145,802	\$ 13,122		
FY 23-24	4	\$ 2,233,200	1,600	2,418								
<b>TOTAL</b>	<b>26</b>	<b>\$ 5,611,959</b>	<b>11,537</b>	<b>7,855</b>	<b>16</b>	<b>\$ 2,833,635</b>	<b>8,215</b>	<b>4,635</b>	<b>\$ 553,929</b>	<b>\$ 49,854</b>	<b>62%</b>	
Sports & Events												
	LEADS				BOOKINGS							Lead Conversion Rate
	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue		
FY 21-22	11	\$ 7,560,920	15,880	6,620	8	\$ 5,124,720	8,680	2,570	\$ 307,141	\$ 27,643		
FY 22-23	7	\$ 28,202,880	11,221	19,994	4	\$ 13,819,730	10,115	9,670	\$ 1,155,662	\$ 104,010		
FY 23-24	4	\$ 8,779,048	3,450	5,000								
<b>TOTAL</b>	<b>22</b>	<b>\$ 44,542,848</b>	<b>30,551</b>	<b>31,614</b>	<b>12</b>	<b>\$ 18,944,450</b>	<b>18,795</b>	<b>12,240</b>	<b>\$ 1,462,802</b>	<b>\$ 131,652</b>	<b>55%</b>	
<b>TOTAL</b>	<b>48</b>	<b>\$ 50,154,807</b>	<b>42,088</b>	<b>39,469</b>	<b>28</b>	<b>\$ 21,778,085</b>	<b>27,010</b>	<b>16,875</b>	<b>\$ 2,016,731</b>	<b>\$ 181,506</b>		

21-22 LOST BUSINESS						
Account Name	Reason	Lost Attendees	Lost Room Nights	Lost Community EEI	Lost Lodging Revenue	Lost TOT Revenue
Women Welcome Women	COVID concerns	12	132	\$ 27,324	\$ 17,759	\$ 1,598
	<b>TOTAL</b>	<b>12</b>	<b>132</b>	<b>\$ 27,324</b>	<b>\$ 17,759</b>	<b>\$ 1,598</b>

21-22 FAM TOURS, TRADE SHOWS & PROMO TRIPS						
Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	Education
1	Connect	Tampa, FL		X		
1	Small Market Meetings	Cheyenne, WY		X		
1	TEAMS	Atlantic City, NJ		X		
2	Sports ETA	Birmingham, AL		X		
4	CalSAE	Squaw Valley, CA		X		
4	Small Market Meetings FAM	Salem, OR	X			
4	Sports ETA Symposium	Fort Worth, TX		X		

**Cultural and Tourism Fund  
Fund Status Report - For the Period Ending June 30, 2022**

**Item 6.a.**

	FY 2021-22		FY 2020-21		FY 20-21 to FY 21-22	% Difference
	Budget FY 2021-22	Actual Thru 30-Jun	Budget FY 2020-21	Actual Thru 30-Jun		
<b>Resources</b>						
Beginning fund balance	1,395,440	1,836,848	399,320	382,474	1,454,374	380.25%
<b>Tax collections</b>	<b>3,582,120</b>	<b>4,326,660</b>	<b>3,180,370</b>	<b>3,095,121</b>	<b>1,231,539</b>	<b>39.79%</b>
Other agencies	5,400	10,695	5,400	3,931	6,764	172.06%
Interest earnings	2,500	10,659	2,500	6,712	3,947	58.81%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	14,200	12,000	13,709	491	3.58%
US Treasury ARPA	1,637,570	1,637,570		1,548,520	89,050	5.75%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
<b>Total Resources</b>	<b>6,635,030</b>	<b>7,836,632</b>	<b>3,599,590</b>	<b>5,050,467</b>	<b>2,786,165</b>	<b>55.17%</b>
<b>Expenditures by Division</b>						
Conference Center Marketing	313,210	432,834	309,090	300,000	132,834	44.28%
Tourism Promotion - Travel Salem	783,030	1,079,967	795,090	794,786	285,181	35.88%
City Programs/Parks/CIP	1,570,920	1,546,165	1,582,240	1,505,740	40,425	2.68%
Administration	314,650	293,714	275,140	265,216	28,498	10.75%
Major Tourist Attractions and Cultural Facilities	469,810	418,213	573,530	325,888	92,325	28.33%
Contingency	570,000	39,103	64,500	21,989	17,114	77.83%
<b>Total Expenditures</b>	<b>4,021,620</b>	<b>3,809,996</b>	<b>3,599,590</b>	<b>3,213,619</b>	<b>596,377</b>	<b>18.56%</b>
<b>Total Resources Less Expenditures</b>	<b>2,613,410</b>	<b>4,026,636</b>	<b>-</b>	<b>1,836,848</b>	<b>2,189,788</b>	<b>119.21%</b>

Item 6.b.

**Transient Occupancy Tax - Actual Tax Revenue**

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,117	238,457	323,419	287,170	186,529	165,617	145,527	242,655	239,423	308,353	743,853	3,095,121	3,180,370
2021-22	-	442,382	452,411	500,380	329,491	292,454	293,911	192,287	297,030	341,728	419,502	765,084	4,326,660	3,582,120
<b>% Chg</b>		<b>106.61%</b>	<b>89.72%</b>	<b>54.72%</b>	<b>14.74%</b>	<b>56.79%</b>	<b>77.46%</b>	<b>32.13%</b>	<b>22.41%</b>	<b>42.73%</b>	<b>36.05%</b>	<b>2.85%</b>	<b>39.79%</b>	<b>20.78%</b>

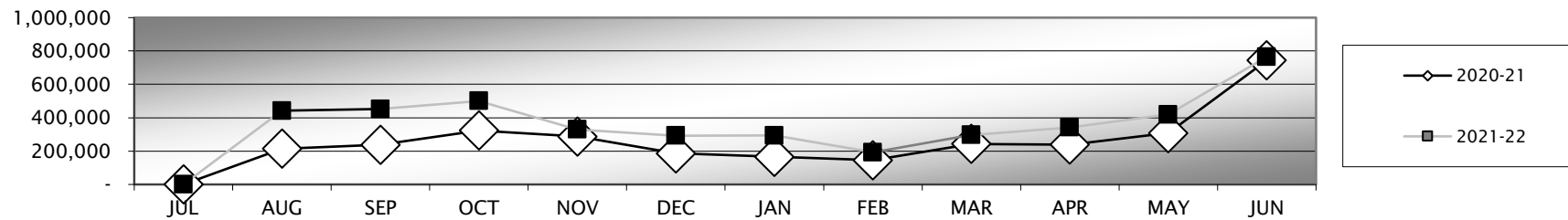


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021 compared to FY 2021-2022.

This revised hotel tax revenue chart - which is a fiscal year to fiscal year comparison rather than a "running year" comparison - reconciles to the City's general ledger. Tax receipts are recorded on a cash basis throughout the fiscal year and modified in June to record revenues earned in June and received in July. As the result, general ledger reports reflect no cash receipts in July of each fiscal year and two months of cash receipts in June.

YTD June FY 2020-21	3,095,121
YTD June FY 2021-22	4,326,660
Variance FY 20-21 to FY 21-22	39.79%

# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

**1. Organization name**

Bush House Museum

**2. Name and location of facility**

Bush House Museum | 600 Mission Street SE | Salem, Oregon 97302

**3. Reporting period**

4th quarter

**4. Total number of days open**

10

**5. Total hours of operation**

520

**6. Volunteer hours for period**

0

**7. Total attendance at facility**

114

**8. List the attendance and each type of activity**

Museum tours / gallery visits : 64

Events, Festivals, Experiences, Other Programs : 50

**9. Operating expenses funded by TOT for the period**

\$6,935.00

**10. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)**

\$0.00

**11. Total income from other sources**

\$24,519.00

**12. What did your organization do to contribute to Salem's appeal as a tourist destination? Highlight one activity that occurred during the period.**

While the Bush House Museum was not open for afternoon guided tours April to June, 2022, the Museum did have some special tours scheduled. A mixed elementary class from Mrs. G's Schoolhouse in Salem came to the Museum for a guided tour. Mrs. Gasboro has scheduled classroom tours for a number of years and now that she has opened her own private school, it was appropriate to continue to serve her and her students. (12) The Museum also provided tours for the SAA Summer Camp which enabled elementary-aged participants to tour the Museum as an inspiration for their own artwork. (52) Salem Walks scheduled visits to the Bush House Museum, Deepwood Museum & Gardens and Gaiety Hollow grounds all on the same evening. This group walked from site to site where they received a 10-15 talk on the history of the property and the families that lived there.

Throughout the months of April, May and June the staff of the Bush House Museum and SAA staff worked with Curator Jen Richardson-Greene to install the photograph exhibition, Remaking the Monument: Immigrant Stories in the Bush House Museum. The portrait photographs of Sankar Raman and artifact photographs of Jim Lommasson were installed throughout the Museum. The extended installation time gave the curator and photographers time to consider the placement of individual photographs prior to the July 7th reopening of the Museum.

Remaking the Monument: Immigrant Stories in the Bush House Museum shares the stories of recent immigrants of color to Oregon who have left life-threatening situations in their home countries which have forced them to relocate to the United States to avoid genocide, war and other threats. Curator Richardson-Greene sees the Bush House Museum as a monument to the Black Exclusion Laws written into the 1857 Oregon Constitution, which were supported by Asahel Bush through his Oregon Statesman newspaper and other means. Two foot by three foot portraits of people of color, with panels depicting treasured object they brought with them, are exhibited in the Bush House Museum to provide a thought provoking contrast between the historic interiors and images of people who would not have been encouraged to settle in early Oregon or presumably visit the Bush Family in their home.

Richardson-Greene notes in the exhibition catalogue: "This exhibition celebrates the extraordinary lives of immigrants and refugees living in Oregon today. Their presence in the museum brings new meaning to rooms [the curator perceives as being] haunted by the racist rhetoric and actions of Bush and other advocates of the exclusionary laws that define early Oregon history. They hold our gaze with strength and compassion. . . . Their possessions challenge the notion of historic preservation. Their stories rouse our deepest stirrings of the American Dream, as they recount surviving war, genocide, incarceration, discrimination, and threats of deportation. These Oregonians inspire us by surviving the unspeakable, healing and leading communities, enriching our cultural tapestries, and breaking glass ceilings."

Remaking the Monument: Immigrant Stories in the Bush House Museum is open to the public from July 7 to October 21, 2022 and during this time the Museum is open for afternoon guided tours Thursdays to Saturdays, at 1, 2 3, and 4 pm at no charge. This exhibition is the beginning of an ongoing effort to present thought provoking contemporary art in the Bush House Museum by artists of color and others. Staff will be working with curator Tammy Jo Wilson who recently organized the Black Matter exhibition in the Bush Barn Art Center. Conversations are currently underway to between Tammy Jo; Ross Sutherland, Bush House Museum Director; Matthew Boulay, the Bush House Museum Reimagining Committee and others to incorporate 3-4 month art exhibitions into the furnished historic house museum in ways that will not overshadow the period interiors.

As Matthew Boulay notes in the exhibition catalogue: "SAA [Salem Art Association] is currently working to redefine the history, artifacts and art being presented at Bush House Museum. This Re-Imagining process is meant to be ongoing, inclusive and intentional. We believe this work is necessary and important both as a local project here in Salem as well as a part of our broader national conversation about colonialism, oppression, discrimination and racism in America."

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

In the Bush House Museum's 2021-2022 TOT Facilities Operating Grant application, two measurable outcomes were presented. The first is to "increase the number of local and out-of-town visitors to BHM" and to "increase the diversity of visitors to BHM."

The first goal is being met by offering visitors guided tours of the Museum from July 7 to October 21, 2022 during the installation of the Remaking the Monument: Immigrant Stories in Bush House Museum exhibition. At the end of the tour visitors are encouraged to write their comments on a card and place it in a slotted box. The comments will be collected and help inform staff, curators and artists going forward.

The second goal is being met by installing an exhibition in the Bush House Museum that features people of color and addresses current racial justice concerns. During a recent dinner focused on reimagining the Bush House Museum there were statements made such as "Bush House Museum has strong walls that have kept people out" and "Collectively enter the reimagined space to tell the truth of history which would change the Museum into an inclusive place." The Remaking the Monument: Immigrant Stories in Bush House Museum exhibition is an early step in remaking the Museum into a place where people from all walks of life feel welcome, engaged and informed.

**14. Submitted by**

Ross Sutherland

**15. Email address of person to receive confirmation email message.**

Ross@BushHouseMuseum.org

**Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.**

[Remaking the Monument Booklet p 2 SS.docx](#)

[Remaking the Monument Booklet p 3 SS.docx](#)

[Remaking the Monument Booklet p 4 SS.docx](#)

**2. Thank You!**

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Thank you for submitting your report.



# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

#### 1. Organization name

Gilbert House Childrens Musuem

#### 2. Name and location of facility

Alicia Bay

#### 3. Reporting period

4th quarter

#### 4. Total number of days open

73

#### 5. Total hours of operation

511

#### 6. Volunteer hours for period

320

#### 7. Total attendance at facility

19280

#### 8. List the attendance and each type of activity

Museum tours / gallery visits : 15675

Student attendance : 2720

Classes, Workshops, Camps : 503

Rentals : 382

#### 9. Operating expenses funded by TOT for the period

\$7,385.00

#### 10. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)

#### 11. Total income from other sources

\$281,830.00

#### 12. What did your organization do to contribute to Salem's appeal as a tourist destination? Highlight one activity that occurred during the period.

Gilbert House Children's Museum transitioned to being open seven days a week in June. At the time of reopening until June, the museum was open 5 days a week. This was due to low attendance and the need to keep minimal staff. The opportunity to be open seven days a week means we can welcome more visitors to enjoy our 20 indoor exhibits and 20,000 square feet Outdoor Discover Area. This adds convenience and accessibility for out-of-town visitors and local residents. This is also a pandemic recovery milestone for the museum as we have worked towards hiring staff and returning the regular operations.

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

Our team set a benchmark of having 20% of the visitors to the museum be from outside the Salem-Keizer area. This goal is measured by asking visitors for their zip code at the time of admission. In the fourth quarter, 50% of the visitors to the museum were from a city other than Salem or Keizer. Seven percent of the visitors were from a state other than Oregon. Gilbert House Children's Museum has increased marketing in print publications in nearby cities and secured a billboard on I-5 for the summer months to increase awareness of the museum for Oregon residents and out of state guests.

**14. Submitted by**

Alicia Bay

**15. Email address of person to receive confirmation email message.**

executivedirector@acgilbert.org

**Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.**

## **2. Thank You!**

---

**Thank you for submitting your report.**

# CTAB Completion Report-Facility

## 1. (untitled)

---

### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

#### 1. Organization name

Hallie Ford Museum of Art

#### 2. Name and location of facility

Hallie Ford Museum of Art, Willamette University; mailing address: 900 State Street; street address: 700 State, Street; Salem, OR 97301

#### 3. Reporting period

4th quarter

#### 4. Total number of days open

65

#### 5. Total hours of operation

325

#### 6. Volunteer hours for period

164.5

#### 7. Total attendance at facility

3431

#### 8. List the attendance and each type of activity

Museum tours / gallery visits : 3003  
Student attendance : 428

#### 9. Operating expenses funded by TOT for the period

\$0.00

#### 10. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)

\$7,685.00

#### 11. Total income from other sources

\$212,596.25

**12. What did your organization do to contribute to Salem's appeal as a tourist destination? Highlight one activity that occurred during the period.**

While walk-in attendance at the Hallie Ford Museum of Art tends to slow down in the spring because of our senior art majors and art faculty exhibitions, which have less appeal than many of our other special exhibitions throughout the year, we often see a rise in out-of-town and even out-of-state visitors as parents and others flock to Salem to see their student's artwork on display and to attend graduation. In addition, we often see a rise in attendance as prospective students and their parents travel to Salem and Oregon for one final visit before they make their decision on which college to attend. These visitors, in turn, help drive hotel/motel taxes as they often stay in local hotels while they are in town.

Each spring, the Hallie Ford Museum of Art presents its annual senior studio art majors exhibition; this year's exhibition ran from April 16-May 14. Characterized by a wide variety of styles and approaches, the exhibition featured work in a variety of media, including drawing, painting, sculpture, photography, and installation art. The exhibition is always paired with a small solo exhibition for one of the art faculty members, and this year, we featured the work of mixed media artist Chelsea Couch, who teaches sculpture, video art, performance art, and time-based media at Willamette. In addition to these new exhibitions, we continued to show a selection of Northwest photography from the Hallie Ford Museum of Art's Bill Rhoades collection, which closed on April 23, and we opened a new exhibition of Antarctica-based work by Salem painter April Waters on May 7.

In early June, we opened a major exhibition of prints and watercolors by the Scottish-born artist and traveler David Roberts (1796-1864). Roberts was a self-taught painter who rose from the depths of poverty and obscurity in Edinburgh to become one of the most celebrated artists and travelers of his generation, a member of the Royal Academy, and an artist whose work can be found in some of the most distinguished public and private collections in Europe and America. Organized by director John Olbrantz, who has been interested in Roberts's work for 44 years, the exhibition featured 60 prints and 4 watercolors of Spain, Morocco, Egypt, and the Holy Land based on the artist's travels to these regions in the 1830s; the works were on loan from the collections of Ken and Linda Sheppard, the Yale Center for British Art, and the Huntington Library, Museum, and Garden.

TOT dollars were earmarked exclusively for the promotion and advertising of these various exhibitions, including print and electronic ads in the Oregonian/Oregon Live, Oregon Arts Watch, Press Play magazine, Archaeology magazine (which has 250,000 subscribers worldwide), and the Salem and Eugene weeklies, as well as radio ads on OPB and the classical music station in Portland. In addition, TOT dollars were used to fund a large 12.5 x 24 foot banner on the west façade of our building that promoted our David Roberts exhibition, as well as announcement cards and posters that helped promote the senior studio art majors, Chelsea Couch, April Waters, and David Roberts exhibitions.

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

As part of our TOT grant from the City of Salem, we identified two outcomes related to CTPAB goals that we hoped to achieve this year: increase attendance at the Hallie Ford Museum of Art by 10% in 2021-22, and increase attendance at our education programs by 10% during the same time period. Both goals were intended to increase our impact on cultural tourism and enhance the quality of life in Salem. Unfortunately, neither goal will be achieved as a result of the coronavirus pandemic.

Nevertheless, in spite of the coronavirus pandemic and its variants, building capacity limitations, social gathering restrictions, and proof of vaccination requirements for at least part of the spring, our attendance has remained brisk and robust this past year in spite of the many challenges we've faced. Of the 3,431 visitors who attended during the spring, 2,854 visitors (83%) came from within a 50 mile radius of Salem/Keizer; 60 visitors (2%) came from beyond a 50 mile radius of Salem/Keizer but within Oregon; 504 visitors (15%) came from outside of Oregon but within the United States; and 13 visitors (0%) came from abroad.

While our attendance figures were down from what they have been in the past, we still had an average daily attendance of 53 visitors and continued to have an important economic impact on the city and region. Indeed, a number of our visitors came from out-of-state specifically to see the David Roberts exhibition. Based on a daily rate of \$166 per night per visitor (Source: Travel Salem), for example, our 577 potential overnight visitors had a minimum economic impact of \$95,782 this past spring; this figure could easily double if they stayed longer than one night. Moreover, this figure does not include our 2,854 day visitors who, at an average daily rate of \$114 per visitor (Source: Travel), had a potential financial impact on the local economy of \$325,356.

Similarly, because of social gathering restrictions imposed by the State of Oregon, education programs normally planned in conjunction with our exhibitions were cancelled through the spring of 2022 and we were therefore unable to implement our CTPAB goal of increasing attendance at lectures, films, gallery talks, and the like by 10% this year. However, beginning in June, we gradually reintroduced gallery talks and lectures into our programming, with April Waters giving a gallery talk/lecture in June, John Olbrantz giving gallery talks/lectures on David Roberts in July and August, and Islamic historian Allen Fromherz giving a lecture on "Egyptomania" in August, to large and enthusiastic crowds.

**14. Submitted by**

John P Olbrantz

**15. Email address of person to receive confirmation email message.**

jolbrant@willamette.edu

**Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.**

**2. Thank You!**

---

**Thank you for submitting your report.**

# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

**1. Organization name**

Salem Multicultural Institute

**2. Name and location of facility**

World Beat Gallery 390 Liberty Street, SE Salem, 97302

**3. Reporting period**

4th quarter

**4. Total number of days open**

30

**5. Total hours of operation**

206

**6. Volunteer hours for period**

5000

**7. Total attendance at facility**

23050

**8. List the attendance and each type of activity**

Museum tours / gallery visits : 50

Events, Festivals, Experiences, Other Programs : 23000

**9. Operating expenses funded by TOT for the period**

\$7,870.00

**10. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)**

**11. Total income from other sources**

\$146,031.00

**12. What did your organization do to contribute to Salem’s appeal as a tourist destination? Highlight one activity that occurred during the period.**

The World Beat Festival brought 23,000 people to Riverfront Park to celebrate and explore culture. Guests came from 18 states and 2 countries. In addition, 25 club teams and 5 community teams participated in the World Beat Dragon Boat Races. 18 of those teams came from Portland, Gig Harbor, Tacoma, Vancouver, and Nehalem Bay. Thirty percent of this year’s attendees were from outside the Salem-Keizer area; 6% of those were from over 50 miles away.

While 70 cultures were represented at this year’s festival, one of the most impactful parts was the Kalapuya River Protocol, which took place prior to the opening of the dragon boat races. Brian Krehbiel, who is a member of the Confederated Tribes of Grand Ronde, organized this. He and others from the Grand Ronde tribe paddled out in a canoe to meet a delegation of paddlers in a dragon boat who asked the tribe’s permission to come ashore. This important ceremony served as a reminder to all that Riverfront Park is located on Kalapuya land.

We were also honored to host the Consulate of Japan and the San Francisco-based Philippines Department of Tourism at the festival this year.

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

Goal: Visitors who attend World Beat gain an increased understanding and awareness of world cultures.

Desired Outcome: >85% of guests report that their understanding of world cultures increased after attending World Beat.

Outcome: 97% of guests who completed the passport survey reported that their understanding of world cultures improved after attending the festival.

**14. Submitted by**

Kathleen Fish

**15. Email address of person to receive confirmation email message.**

kathleen@salemmulticultural.org

**Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.**

[World Beat Festival 2022220626Riverfront Park., Salem Or-289.jpg](#)

[World Beat Festival 2022220625Riverfront Park., Salem Or-60.jpg](#)

[World Beat Festival 2022220626Riverfront Park, Salem Or-47.jpg](#)

[World Beat Festival 2022220625Riverfront Park, Salem Or-367.jpg](#)

[World Beat Festival 2022220625Riverfront Park, Salem Or-72.jpg](#)

[WB passport v2 \(3\).pdf](#)

[Kalapuya River Protocol 2022 World Beat Festival 1.jpg](#)

**2. Thank You!**

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Thank you for submitting your report.

# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

**1. Organization name**

Salem's Riverfront Carousel

**2. Name and location of facility**

SRC 101 Front St. NE

**3. Reporting period**

4th quarter

**4. Total number of days open**

73

**5. Total hours of operation**

528

**6. Volunteer hours for period**

110

**7. Total attendance at facility**

28206

**8. List the attendance and each type of activity**

Children's Entertainment : 27936

Rentals : 270

**9. Operating expenses funded by TOT for the period**

\$7,047.00

**10. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)**

\$0.00

**11. Total income from other sources**

\$84,070.00

**12. What did your organization do to contribute to Salem's appeal as a tourist destination? Highlight one activity that occurred during the period.**

Salem's Riverfront Carousel celebrated it's 21th birthday! The horses were adorn with birthday hats, fun activities for the children to participate in and make birthday cards for their favorite horses. This year we had scratch-it cards for our customers to win a free ride, a punch card, an annual ride pass for up to five people to ride and birthday party certificates. This event was promoted on all of our social media outlets. A good time was had by all.



**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

Token sales - last year April - June 2021 \$25,585 Token sales April - June 2022 \$47,370 = 45.99% increase.

**14. Submitted by**

Marie A Bradford Blevins

**15. Email address of person to receive confirmation email message.**

marieb@salemcarousel.org

**Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.**

[Carousel 21 Birthday Celebration Flyer.png](#)

**2. Thank You!**

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**Thank you for submitting your report.**

# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

#### 1. Organization name

Willamette Heritage Center

#### 2. Name and location of facility

1313 Mill St. SE, Salem OR 97301

#### 3. Reporting period

4th quarter

#### 4. Total number of days open

65

#### 5. Total hours of operation

390

#### 6. Volunteer hours for period

2354

#### 7. Total attendance at facility

19611

#### 8. List the attendance and each type of activity

Museum tours / gallery visits : 1270

Student attendance : 752

Classes, Workshops, Camps : 101

Events, Festivals, Experiences, Other Programs : 10019

Off site activities / events : 94

Rentals : 7375

#### 9. Operating expenses funded by TOT for the period

\$7,610.00

#### 10. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)

\$7,500.00

#### 11. Total income from other sources

\$208,338.00

**12. What did your organization do to contribute to Salem's appeal as a tourist destination? Highlight one activity that occurred during the period.**

On Sunday, April 10, WHC held a "Public Archeology Day". From 10am-2pm, the public was invited to get up close and personal with a free tour of an excavation project on the WHC site. WHC partnered with Willamette University, the City of Salem, the Confederated Tribes of Grand Ronde, and the Oregon Archeological Society to attempt to unearth remains of the Parsonage Building that was located to the west of the Thomas Kay Mill building prior to that structure being built. The day also included a variety of family-friendly, hands-on activities available to visitors to test their archeology skills and know-how. We estimated about 40 people attended the event.

On Saturday, May 7, WHC held our annual "Sheep to Shawl" event. This day long, family-friendly, free event brought in approximately 900 people on our site to learn about the fiber producing process from the animal's back to our back. With entertainers, blacksmith demonstrators, fiber artist demonstrators, games, live sheep sheering, live animals, and a visit from Ceasar the "No Drama Llama", there was fun to be had by all! We were thrilled to be able to be live and in person after a two-year hiatus from this event due to the pandemic.

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

Goal: Increase visitor attendance from outside the Salem area.

Outcome: We estimate that approximately 70% of our visitors to the museum are from outside the Salem area.

Method used to track: each visitor attending the museum is asked at the admission desk where they are from. This information is gathered on a quarterly basis.

**14. Submitted by**

Michelle Cordova

**15. Email address of person to receive confirmation email message.**

michellec@willametteheritage.org

**Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.**

## **2. Thank You!**

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**Thank you for submitting your report.**

# CTAB Completion Report-Event

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

**1. Organization name**

Make Music Salem (MMS)

**2. Name of program or event**

Make Music Day Salem (MMDS)

**3. Location of program or event**

Throughout downtown Salem and surrounding neighborhoods.

**4. Description of activity**

Make Music Day Salem (MMDS) is part of the international Make Music Day (MMD) and is an annual event that always takes place on June 21st, the Summer Solstice. Musicians are able to perform in front of restaurants, businesses, in alleyways, parks, and neighborhoods that offer to be host venues. The event is free and all performances are outdoors and completely open to the public. There are also educational and participatory events (e.g. mass appeal events) for musicians and non-musicians.

**5. Completion date(s)**

2nd quarter

**6. Estimated professional/staff hours to administer program or event**

0

**7. Estimated volunteer hours to administer program or event**

900

**8. Amount of funds provided by TOT**

\$5,430.00

**9. Amount of funds provided by other sources**

\$24,500.00

**10. Was the event free?**

Yes

**11. Amount of admission ticket, if any**

0

**12. How did local businesses or organizations assist in this activity?**

Over 40 local businesses participated and contributed to the MMDS event in various ways, including signing up to be a 'host venue' for musical performances and/or mass appeal events; promoting the event (event info poster in window, social media, volunteering on MMDS committee, offering employee help on the day of the event, etc.); and offering special discounts to MMDS performers, volunteers and attendees. According to which day of the week MMDS (June 21st) falls on, some businesses choose to be open on MMDS when they're normally closed and/or extend their open hours during the event.

**13. How did this event contribute to the CTPAB's goal of increasing room nights/revenue and increasing the overall economic impact of tourism in Salem?**

One of the goals of MMDS is to encourage people to come out and enjoy the music in their community. With the cancellation of the in-person and only virtual MMDS event in 2020, and a modified event in 2021, MMDS 2022 was a welcome in-person community event for all.

The MMDS committee openly invites musician participants from not only the Salem area, but also surrounding communities to perform at the event. Local businesses, including restaurants, bars, and various type stores (e.g. clothing, gifts, books, art, etc.) have indicated an increase in the number of customers and sales during the MMDS event each year. Several businesses choose to be open on MMDS when they're normally closed and/or extend their open hours during the event and offer special discounts to performers, volunteers and attendees.

**14. How did this event contribute to the CTPAB's goal of enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem's residents?**

The MMDS event brings together community members for a positive, family-friendly, and entertaining day and evening of music and togetherness. Musical bands/artists, attendees, volunteers, and host venues (businesses) represent a diverse group of all ages and various economic backgrounds.

The MMDS organizers often hear community and business members say how much they look forward to MMDS each year and many describe it as "the best day of the year". Numerous performers and host venues (businesses) participate year after year. By allowing all types of musicians, from beginners to professional, all ages and all musical genres, from jazz to classic rock and beyond, MMDS joins people together with their love of music. This truly unites the community and diversity around Salem.

**15. How many attendees did your activity attract?**

7000

**16. How were attendees counted (Example: ticket sales, count at gate or estimate)?**

Estimate. MMDS is a free event spanning throughout the Salem community and surrounding areas. Therefore, it was a challenge to track actual attendees.

**17. Estimated percentage of Salem residents and/or guests**

85%

**18. Estimated percentage of out-of-town tourists (less than 50 miles)**

10%

**19. Estimated percentage of overnight tourists (hotel/motel)**

*(Overnight tourists are defined as guests traveling greater than 50 miles for an event)*

5%

**20. What method was used to arrive at this percentage (Example: survey, estimate)**

Estimate. The MMDS organizers and volunteer committee actively promotes the event from Portland to Eugene, as well as to the coast and Bend. Electronic billboards promoting the event were run on I-5, as well as other locations. The event was also promoted at the national level by the Make Music Alliance.

**21. Report on the other measurable outcome documented in your application. Include the outcome, goal and method used to track.**

Goals included in the application - To increase attendance at MMDS (local & outside the city attendees), resulting in an increase in economic income to local businesses.

Although the estimated outcome numbers the previous two years (2020 and 2021) were not a true measure compared to 2022 numbers, when compared to the 2019 (pre-COVID) event, numbers for host venues (45+), participating bands/artists (150+), supporters (30+), and attendees (6,500+), we were thrilled of an overall increase for the 2022 MMDS event.

Data was tracked for number of host venues and bands/artists registered to participate and supporters secured. Due to the event being free and open to come and go event, number of attendees was an estimate.

Goal included in the application – To include marketing outreach for MMDS in Spanish.

The MMDS organizers and volunteer committee created the information and final performer posters in Spanish version, connected with Spanish genre performers to participate in MMDS, and worked with host venue sites in primarily Spanish neighborhoods. Data was collected for number of Spanish-version posters handed out, number of performers and number of host sites.

**22. What was the most effective resource used for marketing and promotion?**

The organizers of MMDS found that the purchase of electronic billboards signs in various Salem area locations, as well as on I-5; social media ads; and video ads purchased and run on Comcast cable and streaming, were an effective means of marketing and promotions.

**23. Did you target any Spanish language or underrepresented population groups? (Explain)**

A MMDS informational and list of bands/artists posters were also translated in Spanish to market to the Hispanic community in Salem, to promote musical participation, performance hosting and attendance. MMDS organizers also partnered with host venues in lower-income communities to expand MMDS' reach to these community members and the families. Several members of the MMDS volunteer committee are well connected to these neighborhoods and were extremely helpful connecting the community members to the MMDS event. We worked with our community partners to do paid advertising in Spanish as well actively engage the hispanic community and business owners to participate in the event.

**24. Submitted by**

Elizabeth Brock

**Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.**

[Sponsor and other Income 2022 - MMD.pdf](#)

[TOT Grant Expense Report 2022.pdf](#)

[Advertising Expenses 2022 MMD 1 of 4.pdf](#)

[Advertising Expenses 2022 MMD 2 of 4.pdf](#)

[Advertising Expenses 2022 MMD 3 of 4.pdf](#)

[Advertising Expenses 2022 MMD 4 of 4.pdf](#)

**25. Email address of person to receive confirmation email message.**

mark@markgreenphd.com

**2. Thank You!**

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**Thank you for submitting your report.**

# CTAB Completion Report-Event

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

**1. Organization name**

Salem on the Edge art gallery

**2. Name of program or event**

Plein Air Invitational Show

**3. Location of program or event**

156 Liberty St. NW

**4. Description of activity**

Art show, and downtown Salem paint out on August 6, 2022

**5. Completion date(s)**

1st quarter

**6. Estimated professional/staff hours to administer program or event**

80

**7. Estimated volunteer hours to administer program or event**

20

**8. Amount of funds provided by TOT**

\$2,000.00

**9. Amount of funds provided by other sources**

\$0.00

**10. Was the event free?**

Yes

**11. Amount of admission ticket, if any**

0

**12. How did local businesses or organizations assist in this activity?**

We had printing, photography, food, hired assistance for the install of the show and assistance for the day of the event, and other goods were all purchased in Salem. We received free media coverage in Press Play Salem in their summer magazine, and were also included on Downtown Salem social media. And we had 4 artists (and spouse) spend 2 nights in local hotel/Vrbo establishments to participate in this event.

**13. How did this event contribute to the CTPAB's goal of increasing room nights/revenue and increasing the overall economic impact of tourism in Salem?**

We had 1 artist stay a Vrbo and 3 artists stay in The Grand Hotel (downtown Salem). These artists purchased food, and on the day of the event 13 artists purchased food and some purchased art supplies, all in the downtown area.

**14. How did this event contribute to the CTPAB's goal of enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem's residents?**

Having these artists paint in the Salem downtown area was a fantastic way for the public to connect with artists, see how they work and to ask questions. People who saw them painting on the day of the event also came into the gallery on another day to see the work and purchase art. Also people have come into the gallery and have purchased art that was created in and of Salem.

**15. How many attendees did your activity attract?**

123

**16. How were attendees counted (Example: ticket sales, count at gate or estimate)?**

count

**17. Estimated percentage of Salem residents and/or guests**

90%

**18. Estimated percentage of out-of-town tourists (less than 50 miles)**

10%

**19. Estimated percentage of overnight tourists (hotel/motel)**

*(Overnight tourists are defined as guests traveling greater than 50 miles for an event)*

5%

**20. What method was used to arrive at this percentage (Example: survey, estimate)**

count

**21. Report on the other measurable outcome documented in your application. Include the outcome, goal and method used to track.**

We attracted a lot of people by the posters we put up and the post cards we gave out (we know this because we asked). Our goal was to educate and engage more Salem residence to plein air painting, so they could see what plein air painting is, watch artists paint and ask them questions. Many of the artists told us that lots of people stopped to talk with them. We have had a lot of people coming into the gallery after the event saying they heard about it.

We sold 9 pieces out of this show so fair.

We feel like our goal was achieved in more people coming to the event we had for the artists

**22. What was the most effective resource used for marketing and promotion?**

Posters and postcards

**23. Did you target any Spanish language or underrepresented population groups? (Explain)**

No. If we had more money we would have spent it on bilingual posters and postcards.

**24. Submitted by**

Melanie Weston

**Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.**

**25. Email address of person to receive confirmation email message.**

salemontheedge@gmail.com

**2. Thank You!**

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Thank you for submitting your report.



# CTAB Completion Report-Event

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

**1. Organization name**

Salem Multicultural Institute

**2. Name of program or event**

2022 World Beat Festival

**3. Location of program or event**

Riverfront Park

**4. Description of activity**

The World Beat Festival is a 2-day multicultural festival designed to build community through showcasing the many cultures that call Salem and Oregon home. This year's event featured 71 vendors and exhibitors and 77 performances representing 70 cultures.

**5. Completion date(s)**

4th quarter

**6. Estimated professional/staff hours to administer program or event**

1200

**7. Estimated volunteer hours to administer program or event**

6000

**8. Amount of funds provided by TOT**

\$7,500.00

**9. Amount of funds provided by other sources**

\$146,031.00

**10. Was the event free?**

No

**11. Amount of admission ticket, if any**

5

## **12. How did local businesses or organizations assist in this activity?**

Local businesses support World Beat in a variety of ways: as sponsors, vendors or volunteers. CC Media provided an invaluable resource by capturing some of the main stage performances and conducting interviews with a variety of performers throughout the weekend. This footage can be used for both marketing and educational purposes.

Other local groups and businesses that assisted with World Beat include: La Familia Cider (in-kind donation); Fischer, Hayes, Joye & Allen, LLC provided accounting support and volunteers; Friends of Pimpollo and the Sprague High School Dance Team helped with the gates; DCBS staff members, including the agency Director, volunteered throughout the weekend; the American Association of University Women staffed the Volunteer Hospitality Tent all day Saturday; Women in Networking members came out as volunteers; Oregon Community Credit Union staff helped to collect and count cash throughout the weekend; Pioneer Trust Bank let us use their parking lot; and so forth A number of local non-profits participated actively in the planning process and/or at the event itself, including Paradise of Samoa, Casa de la Cultura Tlanese, Ariana House, INDUS, the Greater Salem Filipino-American Association, Chemeketa Community College's ASL group, Enlightened Theatrics and others. This year we also worked with Gilbert House Children's Museum to give free admission to their members.

## **13. How did this event contribute to the CTPAB's goal of increasing room nights/revenue and increasing the overall economic impact of tourism in Salem?**

World Beat attracts performers, vendors, exhibitors and guests from all over the Pacific Northwest and beyond. This not only contributes to Salem's economy, but gives visitors the opportunity to see that Salem is a diverse community with a lively cultural life. 23,000 people attended this year's World Beat. 70% were from Salem and Keizer, 24% came from within a 50-mile radius and 6% were from 50+ miles away. Guests came from 18 states and 3 countries (Armenia, Japan and New Zealand). We even had some volunteers come from more than 50 miles away, including Eugene and Delaware.

15% of our vendors and 18% of performers were from over 50 miles away. They came from as far away as Los Angeles and Seattle. One vendor and performer came from Japan to participate. This year, 6 of the 25 teams participating in the Dragon Boat races were from 50+ miles away. The finish line officials came from Bellevue. The dragon boats are rented from the Tacoma Dragon Boat Association, which sends a team down to Salem with the boats.

## **14. How did this event contribute to the CTPAB's goal of enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem's residents?**

Despite the extremely challenging circumstances over the past few years, we were able to successfully re-launch the World Beat Festival. We had less than half the staffing that we had in 2019; key volunteers were out due to long-term health issues; and we had only 50% of volunteers that we usually have for the festival. It was a struggle to find vendors and exhibitors who had the staffing to cover festival hours and, of course, it was extremely hot during the festival weekend. We are changing our tagline from "Always the last weekend in June" to "Always the hottest weekend in June." In many ways, 2022 has been even more challenging than the preceding years of the pandemic.

That said, the festival continues to provide a positive economic impact, supports tourism and tourism-related businesses and employment, brings thousands of people downtown, provides education, promotes harmony and community safety, promotes community diversity, creates community vitality, gives a way of celebrating community, and helps create a more successful Salem. Guests, vendors and performers report that they are glad to have the opportunity to meet and interact with people from all over the world. Participants this year included the Consular Office of Japan in Portland and the Consulate General of the Philippines in San Francisco came up to host a booth with the Philippine American Chamber of Commerce in Oregon. The current Consul General of Japan in Portland also performed at the festival. Having representatives of foreign governments participate helps draw positive attention to Salem as they report back and also share their World Beat activities online.

## **15. How many attendees did your activity attract?**

23000

## **16. How were attendees counted (Example: ticket sales, count at gate or estimate)?**

Ticket sales, gate counts

## **17. Estimated percentage of Salem residents and/or guests**

70%

**18. Estimated percentage of out-of-town tourists (less than 50 miles)**

24%

**19. Estimated percentage of overnight tourists (hotel/motel)**

*(Overnight tourists are defined as guests traveling greater than 50 miles for an event)*

6%

**20. What method was used to arrive at this percentage (Example: survey, estimate)**

Ticket sales, passport survey, number of vendors, performers and dragon boat teams from out of the area.s

**21. Report on the other measurable outcome documented in your application. Include the outcome, goal and method used to track.**

Goal: Visitors who attend World Beat gain an increased understanding and awareness of world cultures.

Desired Outcome: >85% of guests report that their understanding/awareness of other cultures increased after attending the World Beat Festival.

Outcome: 97% of guests who completed the passport survey reported that their understanding and awareness of world cultures increased after attending the festival.

**22. What was the most effective resource used for marketing and promotion?**

Once again, word of mouth was the single most effective resource used for marketing and promotion this year. Social media, radio and television were the next most effective marketing tools.

**23. Did you target any Spanish language or underrepresented population groups? (Explain)**

We worked with KWIP, La Campeona, to reach out to Spanish-speaking audiences. We had planned some interviews with Radio Poder, but were unable to pull those off due to staff coming down with COVID. ASL interpretation was provided for the lectures and demonstrations in the Cultural Center this year.

**24. Submitted by**

Kathleen Fish

**Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.**

[2022 World Beat Poster.pdf](#)

[ASL at 2022 World Beat Festival.jpg](#)

[Chervona at 2022 World Beat Festival.jpg](#)

[DJ Prashant at 2022 World Beat Festival.jpg](#)

[Filipino Consulate at 2022 World Beat Festival.jpg](#)

[Hair Braiding at 2022 World Best Festival.jpg](#)

[Jesse at 2022 World Beat Festival.jpg](#)

[Nii Ardey Allotey at 2022 World Beat Festival.jpg](#)

[Saturday Night Light Parade at 2022 World Beat Festival.jpg](#)

[Taste of Ethiopia at 2022 World Beat Festival.jpg](#)

**25. Email address of person to receive confirmation email message.**

kathleen@salemmulticultural.org

**2. Thank You!**

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Thank you for submitting your report.

**Master TOT Events Calendar  
September 2022 - January 2023**

<u>Event Date</u>	<u>Organization</u>	<u>Event Name</u>	<u>Time</u>	<u>Location</u>
9/8/2022	Elsinore Theatre	Tab Benoit	7:30 PM Thurs	170 High St SE
9/9/2022	Enlace	Kermez Cross Cultural Festival	5-8:30 PM	4675 Portland Rd NE
9/10/2022	Gerry Frank Amphitheater	Micronesian Cultural Celebration	Noon-6 PM Sat	Amphitheater, Riverfront Park, 200 Water St NE
9/17/2022	Elsinore Theatre	Melissa Etheridge: One Way Tour	6:30 PM Sat	170 High St SE
9/22/2022	Elsinore Theatre	World Ballet Series: Swan Lake	6:00 PM Thurs	170 High St SE
9/27/2022	Elsinore Theatre	Clerks III: The Convenience Tour	7:30 PM Tues.	170 High St SE
9/30/2022	Elsinore Theatre	Joe Satriani: Earth Tour 2022-2023	8:00 PM Fri.	170 High St SE
Tue, Oct 4, 2022	Elsinore Theatre	An Evening with Judy Collins	7:30 PM	170 High St SE
Sat, Oct 8, 2022	Elsinore Theatre	WAR	7:30 PM	170 High St SE
Mon., 10-10-2022	Riverfront Amphitheatre	Indigenous Peoples Event		
Fri, Oct 14, 2022	Elsinore Theatre	Grand Funk Railroad	7:30 PM	170 High St SE
Fri, Oct 21, 2022	Elsinore Theatre	The Robert Cray Band	7:30 PM	170 High St SE
Sat, Oct 22, 2022	Ceili of the Valley	Samhain Celtic New Year's Festival		Willamette Heritage Center
Sat, Oct 29, 2022	Elsinore Theatre	Wardruna	8:30 PM	170 High St SE
Sun, Oct 30, 2022	Elsinore Theatre	Wardruna	8:30 PM	170 High St SE
Thu, Nov 3, 2022	Elsinore Theatre	Scott Bradlee's Postmodern Jukebox	7:30 PM	Elsinore Theatre
Fri/Sat Nov 4-5th	Helping Handing Resources	Quiltopia Event	10 AM-4 PM	Willamette Heritage Center
Sat, Nov 5, 2022	Elsinore Theatre	Deck The Halls with Disney featuring DCappella	8:00 PM	Elsinore Theatre
Fri, Nov 18, 2022	Elsinore Theatre	Dry Bar Comedy LIVE!	7:30 PM	Elsinore Theatre
Mon, Dec. 5, 2022	Elsinore Theatre	A True Family Christmas	7:00 PM	Elsinore Theatre
Wed, Dec 7, 2022	Elsinore Theatre	Tommy Emmanuel, CGP	8:00 PM	Elsinore Theatre
Mon, Jan 30, 2023	Elsinore Theatre	Bruce Cockburn - 50th Anniversary Shows	8:00 PM	Elsinore Theatre